

UDOT Projects

EXTENDED

Guidelines

Guidelines

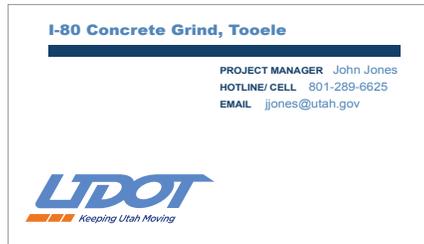


These guidelines explain and show how to correctly implement the UDOT brand throughout all levels of project work. It is important that UDOT presents a consistent and unified look and feel to the public. These guidelines provide instructions and examples on how to correctly use UDOT's brand, and correspond with the levels of the Public Outreach Planner (POP):

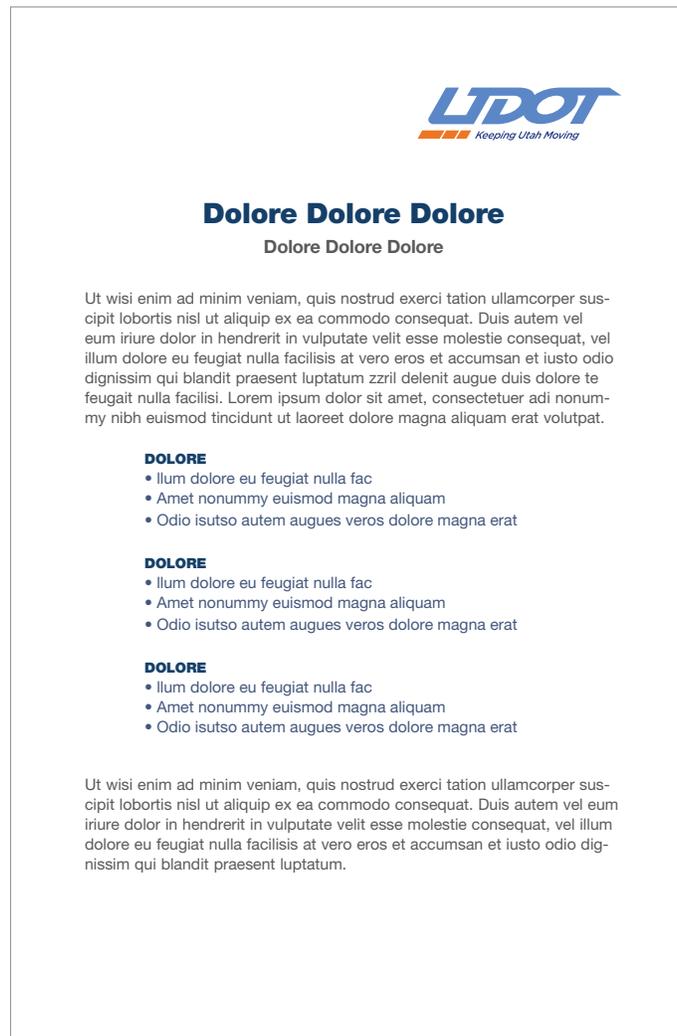
- **Level 1:** Use UDOT logo only.
- **Level 2:** Use standard branding template to extend UDOT brand to the project.
- **Level 3:** Unless the project has innovative or high-profile implications (i.e. TTI or CFI), use UDOT standard branding template to extend UDOT brand to the project.
- **Level 4:** Project-specific branding most likely will be necessary. Guidelines not included. Coordinate with Central Office.
- **Level 5:** Project-specific brand and identity are recommended. Guidelines not included. Coordinate with Central Office.
- **Environmental Studies:** Under the direction of the Central Office, either create a study-specific brand or use UDOT standard branding template (see page 10).

Level 1 Samples

BUSINESS CARD



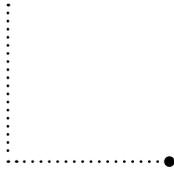
5.5 x 8.5 FLIER



* Design templates available from the UDOT Central Communications office.

Level 1 Samples (cont.)

8.5 x 11 FLIER



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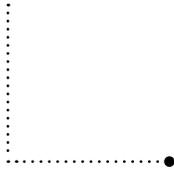
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Level 1 Samples (cont.)

PRESS RELEASE



Media Contact:
Elizabeth Weight
UDOT Public Information Officer
eweight@utah.gov
Cell: 801-746-9932

Nov. 12, 2014

For Immediate Release

I-15 delays expected in Lehi, St. George this weekend

Drivers urged to download UDOT Traffic app

SALT LAKE CITY — The Utah Department of Transportation (UDOT) has advised drivers to plan ahead for construction projects on Interstate 15 in Lehi and St. George this weekend. Below is a brief description of these two upcoming projects, weather permitting:

I-15 in Lehi, lane restrictions.

I-15 will be reduced to two lanes in each direction at Main Street in Lehi for bridge maintenance on Sunday, Nov. 17, from 7 a.m. to 7 p.m. In addition, the southbound off-ramp at Lehi Main Street will be closed. Drivers should plan ahead and allow extra travel time, as delays of up to 20 minutes are possible on Sunday evening.

I-15 in St. George, ramp restrictions/St. George Boulevard closure

The northbound I-15 off-ramp at St. George Boulevard is scheduled to close Saturday night, Nov. 16, from 11 p.m. to 8 a.m., and Sunday night, Nov. 17, from 10 p.m. to 6 a.m. St. George Boulevard is also scheduled to close between 1000 East and River Road from Saturday, Nov. 16, at 11 p.m., to Tuesday, Nov. 19, at 6 a.m. This closure will allow crews to prepare the interchange to reopen Tuesday morning as the fifth diverging diamond interchange (DDI) in the state, and the first DDI in southern Utah.

Construction activities, dates and times are subject to change because of weather or delays. For the latest information, download the free UDOT Traffic app on any iPhone or Android device or visit udottraffic.utah.gov.

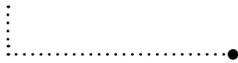
-UDOT-

Brand Extension Logo Treatment, Levels 2 & 3



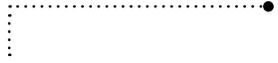
The logo is the key element of the UDOT brand extension in levels 2-3. Used correctly and consistently, it will maximize visual impact. Elements of the logo include custom typography and the double slash graphic. Positioned at the bottom is a geographic clarifier.

LOCATION



State Street

IMPROVED



Orem to Pleasant Grove

SPECIFIC GEOGRAPHY

CHOOSE FROM:

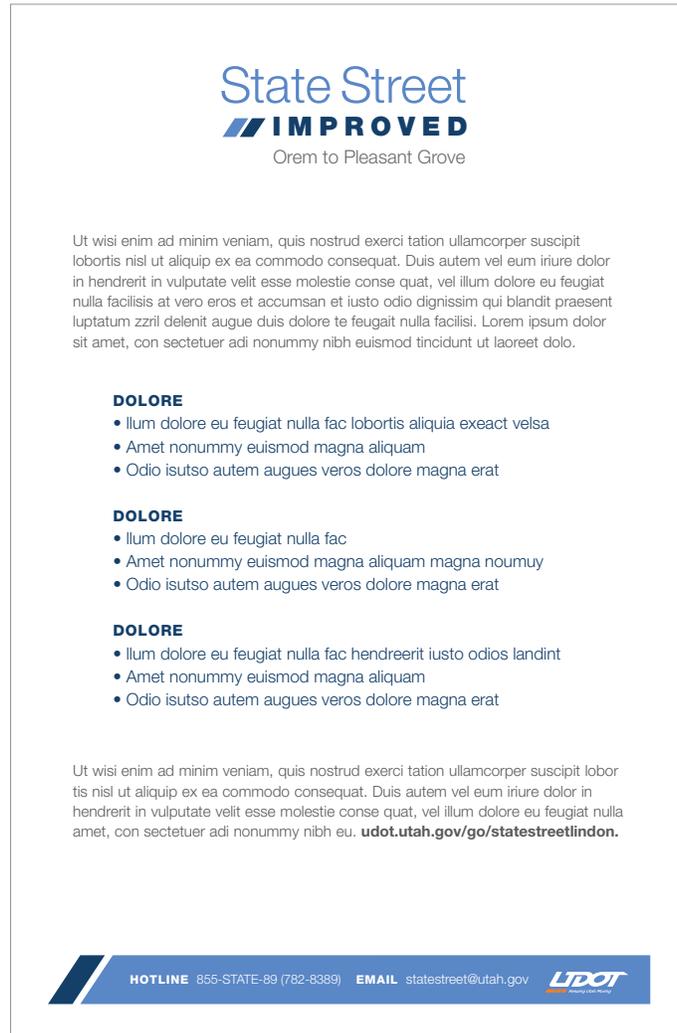
- **IMPROVED**
- **RENEWED**
- **UPGRADED**
- **RENOVATED**
- **UPDATED**

Brand Extension Samples, Levels 2 & 3

BUSINESS CARD



5.5 x 8.5 FLIER



Brand Extension Samples, Levels 2 & 3 (cont.)

8.5 x 11 FLIER



State Street IMPROVED

Orem to Pleasant Grove

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HOTLINE 855-STATE-89 (782-8389) EMAIL statestreet@utah.gov



Brand Extension Samples, Levels 2 & 3 (cont.)

POST CARD



STATE STREET IMPROVED

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State Street
IMPROVED

658 North 1500 West
Orem, Utah 84057



State Street
IMPROVED

Orem to Pleasant Grove

OVERVIEW

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HOTLINE 855-STATE-89 (782-8389) **EMAIL** statestreet@utah.gov 

Brand Extension Logo Treatment, Environmental



The logo is the key element of the UDOT brand extension for environmental projects. Used correctly and consistently, it will maximize visual impact. Elements of the logo include custom copy and the double slash graphic. Positioned at the bottom, is an environmental project clarifier.

LOCATION



State Street



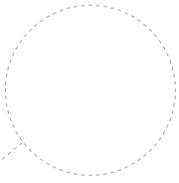
Categorical Exclusion

CHOOSE FROM:

- **Environmental Impact Statement**
- **Environmental Assessment**
- **Categorical Exclusion**
- **State Study**

Brand Extension Samples, Levels 2 & 3 (cont.)

DOOR HANGER



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nulla fac lobortissta
magna eratye**

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- Odio isutso autem augues shatssat veros dolore magna erattys velsa

State Street
IMPROVED
Orem to Pleasant Grove

HOTLINE 855-STATE-89 (782-8389)
EMAIL statestreet@utah.gov



UTDOT
Utah's DOT

Colors



LIGHT BLUE

Pantone: 2727

CMYK: 71C, 41M, 0Y, 0K

RGB: 77R, 134G, 197B

DARK BLUE

Pantone: 2965

CMYK: 100C, 38M, 0Y, 64K

RGB: 0R, 58G, 99B

GRAY

Pantone: Process Black 70%

CMYK: 0C, 0M, 0Y, 70K

RGB: 109R, 110G, 113B

State Street
IMPROVED

Orem to Pleasant Grove

Logo Guidelines



MINIMUM SIZING

To protect the reproduction integrity of the UDOT Project logo, a minimum reproduction size has been established.



CLEAR SPACE REQUIREMENTS

To ensure the logo's visibility, it must always be isolated from competing graphic elements. The exhibit at right specifies the logo's minimum required clear space. Text, headlines, graphics, images and photographs must not violate this area.



Logo Guidelines



MISUSE

The importance of the logo cannot be overstated. It must only be used as specified in these guidelines.

The following exhibits represent only a few of the ways the logo should not be treated.

Don't substitute unofficial colors.



Don't modify the type fonts.



Don't switch approved colors.



Don't stretch or distort the logo.



Don't place the logo on distracting backgrounds.



Typography



The required type font family for UDOT Projects is Helvetica. Headline or Level 1 subheads are to be set in Helvetica Heavy. Level 2 subheads are to be set in Helvetica Bold. Body text should be set in Helvetica Regular or Helvetica Light. If the Helvetica type font is not accessible, please substitute with the Arial type font in an equivalent weight as outlined for Helvetica.

**PROJECT LOGO
DESCRIPTORS**

**IMPROVED RENEWED UPGRADED
RENOVATED UPDATED**

Helvetica Black

**HEADLINES OR
LEVEL 1 SUBHEADS**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYy**

Helvetica Heavy

LEVEL 2 SUBHEADS

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYy**

Helvetica Bold

BODY TEXT

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYy

Helvetica Regular

BODY TEXT

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYy

Helvetica Light